

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

"Library, Southwest Region,
Soil Conservation Service,
Albuquerque, New Mexico."



FEBRUARY 1937
VOL. 8 ---- No. 2

Extension Service Review

Issued Monthly by the Extension Service, United States Department of Agriculture

TODAY . . .

| | <i>Page</i> |
|---|-----------------|
| GRIST FOR THE MILL | 18 |
| Stewart Leaming, county agent in Porter County, Ind., gives some practical ideas on making the most of county planning. | |
| FARMERS IN THE MAKING | 19 |
| Nora Miller, home demonstration agent in Accomac County, Va., finds encouragement in her work with some resettlement clients. | |
| BROADCASTING LOCAL FARM TALENT | 20 |
| The farm folks near Amarillo, Tex., are doing their own broadcasting and enjoying it with the help of the extension agents. | |
| DEAR MR. EDITOR | 21 |
| Bill Bugs, a well-known farm paper character, tells how he happened to get into the writing business for the extension entomologist. | |
| DISTINGUISHED SERVICE RUBY | 22 |
| Two prominent extension workers, Dr. C. W. Warburton, Director of Extension Work, and Dr. Jane S. McKimmon, of North Carolina, are honored by the extension fraternity. | |
| AN EFFICIENT WORKROOM | 23 |
| J. H. Putnam, county agent, Franklin County, Mass., describes his office arrangement which he feels is convenient and efficient. | |
| 1937 PROGRAM BASED ON FACTS | 25 |
| Mississippi home demonstration agents make a thorough survey of their counties before planning the program. | |
| USING THE OUTLOOK AS A BACKGROUND | 26 |
| The outlook for farm-family living in Iowa is made an integral part of the regular home demonstration program. | |
| SHORT, SNAPPY, AND SIGNIFICANT | 28 |
| Raymond Rosson, county agent, Washington County, Tenn., gives some samples of his successful newspaper column. | |
| A VOTE FOR EXTENSION | 28 |
| In counties voting on extension work in the November election 24 out of 26 in Nebraska and 27 out of 28 in North Dakota voted to support it. | |
| YOUTH ADMINISTRATION LENDS A HAND | 31 |
| North Dakota extension activities in child development are furthered by cooperation with the Youth Administration. | |
| IN BRIEF AND AMONG OURSELVES | 32 |
| MY POINT OF VIEW | Page 3 of cover |

EXTENSION SERVICE REVIEW Published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW is issued free by law to workers engaged in extension activities. Others obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5 cents each, or by subscription at 50 cents a year, domestic, and 90 cents, foreign. Postage stamps not acceptable in payment.

EXTENSION SERVICE

C. W. WARBURTON, *Director*.

C. B. SMITH, *Assistant Director*.

TOMORROW . . .

A LOOK AHEAD to the March quota of REVIEW stories shows extension agents keeping up with the times and leading off in many progressive movements.

. . .

CONSULT YOUR AGENT. Some editorial thoughts on this subject by Dr. C. B. Smith, Assistant Director, Extension Service.

. . .

REHABILITATION. Secretary Wallace points out that during the next few years increasing emphasis will be placed on the general rehabilitation of that growing part of our rural population that has been submerged in poverty, and the county agent of Pierce County, Wis., tells how the Extension Service and the Resettlement Administration are working hand-in-hand in that county to rehabilitate underprivileged farmers.

. . .

ELECTRICITY. The county agent in Grant County, La., tells how he worked to arouse his county to the opportunity offered by the Rural Electrification Administration.

. . .

PROGRAM PLANNING. A home demonstration agent in North Carolina and an agricultural agent in South Carolina tell of their experiences in organizing successful planning meetings

. . .

SOIL CONSERVATION. An energetic attack on surface erosion by the county agent of Rusk County, Tex.

On the Calendar

San Angelo Fat Stock Show, San Angelo, Tex. March 6-9.

Midwest Conference of Agriculture, Industry, and Science, Omaha, Nebr., March 9-19.

Southwestern Exposition and Fat Stock Show, Ft. Worth, Tex., March 12-21.

American Association of University Women, Savannah, Ga., March 15-19.

61st Convention Texas & Southwestern Cattle Raisers Association, Ft. Worth, Tex., March 16-18.

Rural Youth Conference, Manhattan, Kans., March 18-21.

Central States Regional Conference, Ames, Iowa, March 25-27.

SIGNIFICANCE OF PERSONAL CONTACTS

The Significant Thing

The significant thing about agricultural extension work which distinguishes it from all other forms of education is that, through agents resident in rural areas, it takes instruction on the best agricultural and home-economics practices to the farm or the farm home. Following an analysis, or study, of the farm or home, and with the counsel and cooperation of the farmer or farm woman, the subject matter to be taught is put into demonstration form and adapted to the specific farm or home.

Confidence Established Early

Extension work from its beginning was developed on this basis, and the entire time of extension agents was devoted to educational demonstration work. Without doubt, the reason for the success of agricultural extension work, in the face of considerable prejudice against it at the beginning, *was the frequent personal contact with the farmers and farm women*, which afforded opportunity for an analysis of the needs of the farm or the home and the subsequent planning of the demonstrations that would best meet these needs.

These personal contacts with farmers and farm women and the intimate personal knowledge of farm and home conditions established confidence in the agents and extension work and made it possible for extension organizations to function efficiently and rapidly in new activities when they developed. This was true with the A. A. A. program.

New Agencies Complicate Situation

During recent years there have come into existence quite a number of new agencies created to aid and further develop various phases of rural

C. E. BREHM
Director, Tennessee
Extension Service



life. Most of the problems and activities with which these new agencies are concerned have had the attention of extension organizations for a good many years to a certain extent, but extension organizations have never been able to emphasize and intensify work on these individual phases of rural life on account of lack of financial resources to employ personnel, nor to make the financial contributions now being made by these various new agencies. However, the work of each of these new agencies is a contribution to the development of rural life, with which an extension organization is concerned. There should be close cooperation and coordination of the work of all agencies affecting rural life, and their work should be merged into one comprehensive rural program in the State and counties.

Extension organizations have endeavored to cooperate with these agencies, and with some to a greater degree than with others. During recent years agricultural extension workers have concerned themselves with agricultural adjustment, agricultural conservation and domestic allotment, soil conservation, rural resettlement, rural rehabilitation, rural relief, drought relief, rural electrification, T. V. A. land use, marketing agreements, national youth programs, W. P. A. educational programs, group discussion, State planning commission land-use studies, county

(Continued on page 31)

Grist for the Mill

Facts Uncovered by Planning Committees Can be Used in Extension Program



STEWART LEAMING

County Agent

Porter County, Ind.

IT WOULD appear that the objectives of the county planning committee and the county extension service are closely correlated; that of the committee to find ways and means of making agriculture more prosperous and of developing a more satisfactory rural life, and that of the county extension agents to translate such plans into practices. If the county committee can diagnose the ills of agriculture and prescribe the proper remedies, the county agents can proceed to apply these remedies insofar as they are matters of education.

Reports to be More Complete

The task of the county planning committee may be looked upon as an enlargement of that of the county extension committee which has been called together periodically within the county to develop the extension program. These latter committees have done their work well but have never had the help in gathering and interpreting data that the county planning committees are receiving. It can be expected that the reports of the county planning committees will present a more accurate and complete picture of the conditions within the counties than it was possible for the local extension committees to prepare.

A county planning program can be of little value until its makers have reached some mature and sound conclusions. County extension programs, while possibly piecemeal, have at least been workable and have brought results in the way of improved farm and home practices. It is unlikely that many county planning committees are ready to announce definite conclusions. After such conclusions have been reached they should be incorporated in the extension program.

While awaiting the results of the planning committees, the county agents

should be able to anticipate many of the findings.

I happen to work in a thickly settled industrial region near Chicago. We cannot possibly expect to raise the food products that we consume. Locally there is no such thing as a surplus of farm products. It is unlikely that the same emphasis will be placed on production control in our locality that will be given it in less favorably situated areas.

Findings of Committees

It has been recognized for generations that the more level, fertile land should be used for general farming and the more rolling, thinner land for grazing and dairying, the type of dairying depending upon the distance from market. We may expect the findings of the committees to confirm this principle. However, in northwestern Indiana other trends are under way. Much of this rolling land is being taken up for summer homes for city dwellers, subsistence farms, country estates, parks, and game preserves. It would seem advisable to continue a dairy program in such an area, modified, however, with the thought that some day the farmer may be able to sell his farm and get better land for less money elsewhere. The extension program might point out the type of farm desired for a country estate and the fact that a tract of woodland left standing may be of more value as scenery than if converted into rough lumber, fence posts, or firewood. An appreciation of the natural style of landscape architecture may be worth more than some of the "practical information" on crop production.

I feel safe in anticipating another finding of the committees; namely, that in the grain-farming areas of the State soil fertility cannot be maintained without a more rational soil-building program. Here a county agent is on his own ground, and the county agent who knows soils and how they can be handled to insure improvement with the least outlay and expense is going to have his program cut out for him. He may be sure also that

water control is going to be given a place in future programs.

Extension work has grown and flourished because it has taught people how to do simple things well. If a planning committee report calls for the growing of any hogs in the county, it is certain that producers will profit most by raising thrifty pigs. If any corn is to be grown in a county, better methods of production are going to continue to be in demand. Teaching sound farming methods will always be an important part of the county agent's work.

Agents Consider Facts

In conclusion, planning committees may bring out some new facts in regard to agriculture in a county which should be given careful consideration by the county agent. On the other hand, he cannot afford to wait in making his program for startling revelations from this or any other source. If he has been on the job any length of time and kept his eyes open, he has found many non-controversial things to do which can be understood by practical farmers without any flair for economics.

When, and if, practical solutions for farm problems are offered by planning committees, the county agent should be first to recognize them in his extension program. In the meanwhile he had best go along with his eyes open and his mind working, lending his aid in promoting safe and sound practices to his farm people.

After the Insects

County agents in Michigan have been aiding farmers in their attack on harmful insects. Carl Hemstreet, county agent in Grand Traverse County estimates that the county-operated mixing station distributed more than 75,000 pounds of moist bran bait for cutworms. Assuming an average of \$10 per acre, he says that the project effected a saving of \$50,000 for farmers in the county. D. B. Jewell, reporting for two counties, states that a total of 128,000 pounds of mash were distributed at a cost of \$300 and \$500 in Benzie and Leelanau Counties, respectively. The township supervisors said it was one of the most worth-while expenditures they ever had made. Publicity in the form of newspaper articles and circular letters used by Arthur Glidden in Otsego County aided in the distribution of 15,408 pounds of bran bait for grasshopper control following the work on cutworms.

Farmers in the Making

NORA MILLER

Home Demonstration Agent

Accomac County, Va.

FIRST-YEAR farmers on the Eastern Shore of Virginia who were able to leave crowded parental households to farm and set up homes for themselves as rural rehabilitation clients in 1936 look to the future with confidence. I interviewed these families in the fall after the State home demonstration agent requested all county workers to visit a few cases with the county rural rehabilitation home economist. These visits began on a rainy day, by chance, and were continued in the rain so that the man of the house would be at home. The point of view of both the young farmer and his wife gave a more complete picture.

Depression Marriages

When these families were approved for loans, their general status differed little from more than a hundred other young people who eloped during the depression. It is customary for the couple to go from the parsonage to the groom's home where the bride is received with tolerance. Her parents get angry and go through a period of sulkiness which may last for a few days or several weeks. At any rate, it is almost as certain to follow the marriage as mourning follows a funeral. The weekly newspaper carries the announcement and statement, "The couple will reside with the groom's parents." This is true of at least nine-tenths of the marriages on the Eastern Shore of Virginia.

Here the mother-in-law plays a role far different from that of the much-joked-about in-law of a few generations ago. She begins to teach the girl the simple technique of housekeeping, although she may spare her own daughter's hands from the dishpan and dust cloth in so doing. This teacher-student relation helps to minimize friction for a while. Crowded or upset living quarters, money problems, and division of work are conducive to conflicts, and all concerned wish the couple to move to themselves.

Depression marriages were similar in the homes of large landowners and small tenants. All the parents could do was to share their homes, for incomes were too

small to help their children start for themselves. Frequently the farm was too small for the large number of workers and the income too meager to divide. From a large number of applicants the cases reviewed here were taken out of homes where parents had once owned land and lost it, or, worse still, were waiting for a foreclosure and were on relief for winter subsistence.

Starting a New Venture

The young man rented land, and the couple entered the business of farming and homemaking in a systematic and enthusiastic manner. After the parting period, the bride's parents did their best to help in equipping the house. Additional furniture was included in the budget and bought under the guidance of the home supervisor. The new farmer and his wife, although unskilled in handling figures, grasped the principles of simple account keeping. The average schooling of the man was 7 years and that of the woman 9 years. Under the guidance of the rehabilitation supervisors they were able to make a spending plan to fit their scheme of living and their anticipated income.

They were proud of their account books and pleased to see how much they could get for a few dollars with wise planning. They had made the required payments on the loans with interest and had something to show for the year's work.

The difference between these homes and others with a similar personnel was striking. These farmsteads include hogs, chickens, and a garden, whereas such products are seldom found around homes of small tenants. And, unlike the empty cupboard of the average young housekeeper, these women proudly display shelves of canned fruits and vegetables which fill their canning budgets worked out in the spring.

Bare tenant houses have been made livable. The helpless girls who had some instructions in housekeeping from the mothers-in-law have developed into clever

homemakers under the guidance of the rural rehabilitation home supervisor. Walls have been papered with artistic but inexpensive paper and no cost for labor, and floors painted or varnished. One room was added by boxing in part of a porch with lumber furnished by the landlord. The husband did the building. Then he and the wife covered the inside walls with cardboard boxes from a nearby grocery store. After pasting strips of old cloth over the seams where the cardboard was joined, there was a foundation for the wallpaper. The new room cost them less than \$3.

Another woman learned to feed her baby on cow's milk prepared by a special formula. No cash output was necessary, while a neighbor was feeding her baby on commercial milk at a cost of more than \$6 per month.

At the beginning of the year, these people were socially almost marooned. Lack of transportation and clothes were the outward excuses, but drifting out of the habit of attending gatherings after the courtship ended was the actual reason. One woman preferred field work to that in the house seemingly, for contact with the laborers. When she was drawn into church activities, she was glad to stay in the house and cook, sew, and can as the home supervisor requested her to do.

The couples were proud of their accomplishments during the year, with the baby rating first place. They respected the job of farming and homemaking and expected to continue in a businesslike way.

Help From the Supervisor

With supervision similar to that which parents gave their children in colonial times, together with scientific methods in

(Continued on page 27)



Broadcasting Local Farm Talent

Draws Fans in Texas Panhandle

EVERY Saturday morning during the past year, from 7 to 7:30 a. m., local farm people, with the help of their county agricultural or home demonstration agent, broadcast a program of extension doings over Station KGNC, Amarillo, Tex., reports Ruby Mashburn, district home demonstration agent. The Panhandle district is composed of 21 counties. Each county has an agricultural agent, and many of the agents have an assistant. Ten counties have home demonstration agents. The district agents assign a county for each program. One week the broadcast is given by a county agent who is assisted by the men and boys of his county, and the next week a home demonstration agent puts on a program with the women and girls.

As the mighty oak grows from a small acorn, so did these programs have a modest beginning. The idea perhaps originated with W. H. Darrow, when he was editor of the Extension Service in Texas; but it was not until later that a conference was called with the radio sponsors of the station, the county agents of the district, and Mrs. Minnie Fisher Cunningham, present extension editor. At this meeting a few counties were selected to put on programs as a "trial balloon." These programs met with such approval that not a single week has been missed since then.

Boys especially, and to a lesser degree girls, who participated to the greatest extent in other organizations were attracted in greater numbers to 4-H clubs than were others less active.

Girls' 4-H clubs tended to attract a relatively greater number of girls who were more ascendant than the average. Apparently boys' clubs were not greatly affected by ascendance-submissive characteristics.

A greater appreciation of farm life was evident in 4-H club members, although it was developed, apparently, as a result of experiences previous to or outside their club work.

The 4-H club made a greater appeal to, or at least was more easily available to, children of native-born parents than to children of foreign parentage.

The size of the family was not, to any practical degree, a factor influencing club membership.

Within the scope of this Illinois study there was found no indication that intelligence (I. Q.) was a selective factor in 4-H club membership.

Recommendations

The results of this study suggest that considerable attention might be given to making 4-H club work appeal to many boys and girls not now reached, especially to those families who feel that they cannot afford even the small financial outlay necessary for most club projects; those having fewer or less attractive social opportunities; and those who are not in club work because their parents take little or no part in organization and community affairs.

In March a questionnaire was sent to the extension agents in each county. It came back 100 percent. At this time each county had put on an average of two programs. The number of people appearing on the programs ranged from 2 to 50, the largest group coming from Hutchinson County when 4-H sponsors took 50 girls to broadcast a program which represented the activities of each club in the county and the 4-H county council.

In most instances the people furnished their own transportation and came from 7 to 120 miles to broadcast. In the Loco 4-H Club of Childress County, a community entertainment was given to raise funds for chartering a school bus to take the 17 club members, their sponsor (a former club girl), and the musicians to Amarillo for the Childress County engagement.

It is estimated that from 5 to 75 percent of the people back in the counties listen to these programs. The clearness with which they are received is determined by the location of the county, as there is a variation of some 1,200 feet in altitude in the district.

Program assignments are usually worked out in community meetings. Each county has an average of two rehearsals in order to be "easy" and to keep within the schedule of the radio station.

All programs are planned, prepared, and given by the rural people, with only occasional suggestions from extension

agents. At broadcasting time the agent's only responsibility is the introduction of the people who give the programs.

The answers to the question, "What do you consider to be the greatest value derived from rural people broadcasting their own programs?" throws some light on the reason these programs are popular. Some of the comments were:

"It helps to develop leadership. Farm people seem to take more interest in what farmers have done themselves than in data taken from experiment station results."

"This is another form of publicity which develops an appreciation of one's 'blessings'."

"It gives prestige and a happy feeling to tell the public in your own words what you are doing."

"Rural people, as a whole, hear too many of the so-called 'white-collar class' over the radio. They like to hear one of their own group, and personal experiences of a member of this group carry more weight with the average rural farmer or farm woman than all the theories in the world."

"It creates interest in farm programs and gives rural people an active part which makes them take pride in the program. It brings the farmer into closer contact with the city."

"Folks will really listen to programs put on by their own neighbors, and, by helping to work out the program with the participants, we can work in good extension lessons couched in homespun philosophy that will really 'stick' with the listeners. Everyone then takes a keener interest in radio programs and thus an opportunity is given to get fresh information to a large group with minimum effort."

Pure-Seed Program

The crop-standardization program in New Mexico, which has been developed by the Extension Service in cooperation with the experiment stations, Federal and State, and the New Mexico Crop Improvement Association, is showing results.

This program has resulted in the production of quality cottonseed, broomcorn seed, grain sorghums, wheat, Irish potatoes, sweetpotatoes, corn, alfalfa seed, and barley; and, due to the agricultural conservation program, demand has increased for all high quality pure seeds.

During the present year, it appears that the supply of alfalfa seed will meet a constant demand, thus affording the farmers an opportunity of releasing their seed on a more active market than in previous years.

"Dear Mr. Editor" . . .

Bill Writes About the "Bill Bugs Letters"



A popular character writing in a magazine column teaches practical entomology. "In fact", writes C. B. Dibble, Michigan extension specialist in insect control and author of the Bill Bugs letters, "I almost believe that Bill has accomplished as much in his year and a half of activity as Dibble has in the 10 years he has been going around windjamming to farm people." A Michigan county agent adopted the idea and is successfully writing a series for his local paper from Elmer, the hired man.

DEAR MR. EDITOR:

I never was much shucks at writing letters but probably I can keep my wits about me long enough to give you some idea how Bill Bugs kinda got into the writing habit. My business has kept me rambling around Michigan for pretty close to 10 years now, and I have met up with a lot of people with bug troubles that knew they had them and a lot of folks who didn't. After windjamming all this time, I kinda figured out that there were a lot of folks who never had heard of some of the things that the other folks had been doing for years. Or else when they did hear about them they plumb forgot what the prescription was before they got around to use it. My memory is kinda poor, too, so I could sympathize with them. Seems like I can remember what my neighbor Lem Smith tells me better than I can with strangers. So I kinda got it figured out that mebbly its because we think a like and use the same words to tell about it.

One day I was supposed to be helping out the county agent down in Cass County by telling some of his farmers how to control cattle lice and some of the other bugs that pester livestock. He was busy on three A. work, so I laid out some things I wanted to show the folks and eased up alongside a steam radiator to wait for my customers. Nobody showed up, and I



Bill Bugs Writes About Lice On Cattle

DEAR MR. EDITOR:

I went over to Lem Smith's last week and he asked me to go out to the barn and look at his cows. He said they had been kinda uneasy lately. I guess they had, all right. They were as lousy as pet coons.

They had the little red lice all over their backs from the top of their heads to the tips of their tails, and plenty of blue lice on the backs of their legs, around the base of their tails, under their chins, on their necks, and even on top of their noses. Lem wondered if those on the nose were looking for a drink, but we decided they weren't, because they had their bills tucked into the critters' hide far enough so that they could get a drink any time they wanted to without moving. They were stuck so tight that I could hardly scrape them off with my thumb-nail.

The red lice were busy too. They were not so easy to find, but we could find where they were working by the loose hair. Lem pulled a pinch of it out up by the pin-bones of one cow and we went over to the window where it was light and we could see the lice and the eggs too.

Lem wanted to know what to do and I told him. I had been in about the same fix and got straightened out in a hurry after one of the boys from the College told me what to do. So I told Lem to get some pyrethrum at the drug-store and mix it with about three times as much flour and dust the cows all over with that. He wanted to know how much to buy and I told him I used about one pound of the pyrethrum and three pounds of the flour to dust eight cows. This went over them twice, and I thought

er is warm. It takes about a gallon and a half of dip to wet a cow down good with a three-gallon potato sprayer. I used warm water, and the cows didn't seem to mind it a bit. Yours truly,

BILL BUGS.

(Editor's Note: For further information see M. S. C. quarterly bulletin, Vol. XV, No. 4—Published May, 1933.)

got to wondering how to tell those folks about cattle lice.

There was a tablet of yellow paper there handy so I started writing down some of the things I liked to tell folks whose cattle had lice. I'd been dosing folks' cows with louse powder in quite a few places and had talked with a lot of people about lice and had kinda got the habit of using the same words that they used. I thought mebbly if I could write each one of those folks that couldn't come out that afternoon a letter they might appreciate it. So I started in writing about an incident that had actually happened a few days before. Just putting on enough frills so nobody would know they were getting talked about but trying to make the shoe fit well enough for most anybody to wear that had cows.

Well, to make a long story short, that letter sounded so good to me that I thought mebbly I could write some more with that one for a pattern and a few days later I got at it and did five more on things I liked to talk about pretty well. That's all that happened for quite a while. Those papers laid around the secretary and got in the way for about a year. They came pretty close to dying of housecleaning sickness two or three times but weathered through till I got up enough gumption to ask somebody to print them for me.

I kinda looked around some off and on and finally decided one of the best places to get in touch with the most interested people was the Michigan Farmer. I didn't know the folks that run the shebang down there very well and never had written in to get anything printed so I decided I better get acquainted. That wasn't as hard as I thought. The stories and I kinda sidled in the office down at Detroit one Saturday morning and asked to see Mr. Grinnell, the managing editor. That worked and in a few minutes he knew all about the letters and was looking them over. They seemed to look all right to him and he said they could use one every issue, for a while, to see how they fit the collar. Guess they didn't develop any bad shoulders or sprains as they are still in the traces and everybody seems to be happy including your friend.

—Bill Bugs.

Distinguished Service Ruby

Awarded Two Veteran Members of National Extension Fraternity



CLYDE W. Warburton, Director of Extension Work, United States Department of Agriculture, and Dr. Jane S. McKimmon, leader and director of home demonstration work in North Carolina, were awarded the distinguished service ruby, the highest honor conferred by Epsilon Sigma Phi, honorary extension fraternity, at its November meeting in Houston, Tex.

Director Warburton's Record

In making the award to Director Warburton, the fraternity cited his broad service to agriculture which began with his association with the office of farm management in the Department in 1903, followed by research work in cereal lines. "In 1917", the statement continues, "he began a line of work which has probably enabled him to contribute more to the national extension system than any other activity. In that year he had charge of the purchase and resale of seed oats, barley, and corn for war emergency purposes. In the following year he administered the war emergency fund for loans to dry-land farmers to purchase seed wheat and rye.

"He was designated by the Secretary of Agriculture, in 1923, as the Director of Extension Work. In addition, he has been a member of the President's Drought Committee, of the Land Policy Committee established upon the recommendation of the land-grant colleges, and of the Tennessee Valley Coordination Committee. He has also given unstintingly of his time, counsel, and advice to such organizations as the Federal Emergency Relief Administration, Rehabilitation, Resettlement Administration, Federal Housing

Administration, and Rural Electrification Administration.

"In the intimate relationships between the activities of the Agricultural Adjustment Administration and the Extension Service, Director Warburton's suggestions for cooperation and procedures have helped to advance the program of the administration and at the same time strengthened the educational work of the Extension Service."

An Extension Pioneer

In making the award to Dr. McKimmon, her fine record of 25 years as leader and director of home demonstration work in North Carolina was reviewed. When she entered the demonstration field there were three part-time county workers teaching rural girls to grow and conserve one-tenth acre of tomatoes each. From that small beginning the number of workers and the scope of the program have steadily grown until now there are 75 white county home agents, 12 Negro home agents, 5 supervisors, and 8 subject-matter specialists. The program has broadened to include all phases of home and community life.

One of Dr. McKimmon's outstanding accomplishments is the organization of the rural women and girls into community and county groups and the federation of these into a State-wide organization. Approximately 50,000 women and girls are members of these clubs and carry definite projects individually and by clubs.

"Dr. McKimmon has an outstanding personality. She inspires people to desire a higher standard of living and through her leadership and magnetism has revolutionized rural North Carolina", said Director I. O. Schaub, of North Carolina.

The distinguished service ruby has been awarded in past years to Dr. A. C. True, formerly Director of States Relations Service, and W. D. Bentley, of Oklahoma, one of the first five field agents appointed by Dr. Seaman A. Knapp, both now deceased; M. L. Wilson, Under Secretary of Agriculture; Dr. C. B. Smith, Assistant Director of the Extension

Service; W. A. Lloyd, in charge of Western States, Federal Extension Service; J. A. Evans, of Georgia, formerly Associate Chief, Division of Cooperative Extension; and W. B. Mercier, Director Emeritus of Louisiana.

In addition to this highest honor bestowed upon its members, certificates of recognition for meritorious service were given to Directors L. R. Simons, New York; John C. Kendall, New Hampshire; Milton S. McDowell, Pennsylvania; Herbert J. Baker, New Jersey; George R. Quesenberry, New Mexico; Amos E. Lovett, county agent, King County, Wash.; Albert E. Bowman, director in Wyoming; H. W. Mumford, dean, college of agriculture, and director of extension, Illinois; Kemper A. Kirkpatrick, county agent, Hennepin County, Minn.; Grace DeLong, State home demonstration leader, North Dakota; Dr. Eben Mumford, former county agent leader, now head of the department of sociology, Michigan State College; Anna Lee Diehl, district home demonstration agent, Oklahoma; Harry L. Brown, director, Georgia; John R. Hutcheson, director, Virginia; Mary E. Creswell, head, home economics department, University of Georgia; Dr. K. L. Hatch, retired director of extension, Wisconsin; P. H. Ross, director, Arizona.

Epsilon Sigma Phi, the honorary extension fraternity, has a membership of 2,340. The requirement for membership is that an extension member must have been in the service 10 or more years. Chapters are organized in 46 States, the District of Columbia, and in the Territories of Hawaii and Puerto Rico. Director Ross, of Arizona, is the grand director of the fraternity, and Madge J. Reese, of the Federal Extension Service, is the grand secretary-treasurer.

A Baby-Beef Banquet

A successful 4-H baby-beef club year was celebrated in Racine County, Wis., with a banquet, serving up the champion baby beef to 379 friends of the 4-H club. The county fair association bid in the champion baby beef, and the butchers, the hotel, and the women of the community contributed their services. The club members were guests, and the others paid \$1 each for their dinner. The proceeds went to pay for the beef and other food, with some left over for the fair association to use in promoting club work next year. County Agent Polley reports so much enthusiasm that a carload of baby-beef calves has been distributed to club members for 1937.

An Efficient Workroom

J. H. PUTNAM

County Agent
Franklin County, Mass.

FOR some 15 years, ever since extension work started, we had been housed in inadequate quarters in a business building and had been paying approximately \$500 a year rent. Five or 6 years ago the county decided to build a new courthouse, and I suggested to my trustees that we ought to have an office in that new building rather than to pay rent in our present quarters. The county commissioners were approached on the proposition, and the architect found that he had an unassigned space in the basement. So it was appropriated for the county extension service.

Planning for Our Needs

I sat down and talked with the architect and told him what we wanted, that we wanted a general office, an office for the two men, an office for the women, and a

Every office is a problem in itself. The size of the staff, the equipment on hand, and the amount of space available vary a great deal, but there are offices in which the work runs along smoothly and others where confusion reigns. The best offices are those that provide for the proper arrangement of equipment in relation to the work to be done. No perfect floor plan will fit all offices, but a study of the arrangement in some offices where the work moves along smoothly is often helpful. Such an office is that of Mr. Putnam, described in this story.

washroom and storage space. The architect proceeded to put in partitions so that we would have the three rooms and the storage room.

Then the equipment men started coming. Of course I had nothing to say about buying the equipment, but one man very kindly sat down and sketched plans for the office after I had outlined to him what I wanted. He also recommended good office equipment, and the larger share of the credit for our office equipment goes to him. Some time I'd like to find out who he really is and thank him personally, because his company didn't get the bid. The company which did get the contract for equipping the building was approached, and they pro-

vided equipment as near as possible like that which this other gentleman and I had outlined.

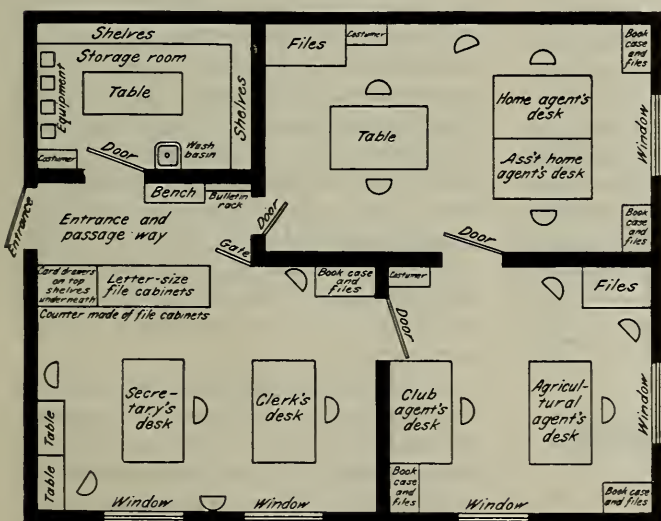
In addition to this arrangement, we have, across the hall, a good-sized room where we store material and which we also use for our addressograph and mimeograph equipment.

For meeting places, we have available several rooms in the building. The county commissioners' hearing room, which is the one we use most frequently, seats 40 persons, and on a pinch will take 50. The grand jury room, which we also can use, has a seating capacity of approximately 100. And there are one or two other rooms in the building which we have used when these others were occupied.

There is plenty of parking space in the rear of the building. Another convenience is that our offices are on the side with an entrance which is practically a private one. The street at the side of the building has unlimited parking, so everything has worked out to our convenience.

Convenience in Arrangement

Anyone coming into the extension office is more or less barred off from the working



The plan of the Franklin county office and three views of the interior show the convenient arrangement of offices and equipment.



quarters by a high counter which is filled with bank files which open into the office. All of our pertinent information and copies of all our bulletins and mimeographed material which we have for distribution are in these files, so that if a customer comes into the office for information or a bulletin, the secretaries have that information or bulletin at their finger tips. If they wish to see any of the agents, there are plenty of chairs for waiting.

Another excellent feature is that the county agent and the club leader have four letter files and a bookcase on top which are within arm's length of their desks. In one corner of the same room are bank files 4 feet high and 4 feet long, in which they keep their personal material.

The office for the home demonstration agents is not quite so convenient, as it is the wrong shape and has only one window, whereas the men's office and the main office have two windows each.

The home demonstration office has a work table on which are displayed women's periodicals, and it has bank letter files 4 feet high and 6 feet long, with subject-matter books on top.

Extra supplies and extra bulletins are stored in the small storage space connected with the general offices or immediately across the corridor in the duplicating room. There is also an attractive wall rack for the display of timely bulletins.

Pay Half

Farmers in Echols County, Ga., are to be financially aided by the board of county commissioners in the purchase of purebred beef bulls. The commissioners will pay half the purchase price provided the farmers agree to eliminate scrub bulls as fast as possible and properly care for the new herd sire.

Well-Laid Extension Plans Bring

Power to Missouri Farms

A MILESTONE along the road to progress in Andrew County, Mo., has just been passed with the letting of the construction contract for 165 miles of electric lines early in January. This was no happenstance to the forward-looking citizens of the county who, with Wayne M. Sandage, county agent, have been working early and late for many months systematically evolving a plan to inform and interest every farmer in the advantages of electric power and the possibility of getting it.

It all began some time ago when an interest in the subject was manifested by a number of the farm leaders. The first step was a preliminary survey to determine the extent of general interest and the feasibility of attempting to develop a rural electrification project in Andrew County. This preliminary survey showed that about one-fourth of the 700 miles of road in the county served enough interested farmers to justify the expenditure of building a power line. This would make electric power available in about 700 farm homes.

The survey justified further effort. The first step in the actual development of the project was the selection of a county committee of 10, representing each township in the county. This committee recommended that a questionnaire survey be made to determine the locations where interest was concentrated. Newspaper publicity and township discussion meetings to talk over the rural electrification program paved the way for the questionnaire which was mailed to a county-wide

list of farmers. Seven hundred farmers sent in replies. These individuals were located on a large county map as a guide for the location of routes.

Encouraged by the success of their efforts, the county rural electrification committee decided to conduct a more intensive campaign for the diffusion of information and to arouse a more complete expression of interest. A larger committee of approximately 150 persons representing the various school districts in the county was appointed. A big county-wide meeting was called. Representatives of the Rural Electrification Administration and the Extension Service explained the rural electrification program in detail to more than 500 farmers at this meeting.

The field seemed prepared and, following the canvass of school district leaders, 165 miles of proposed lines were mapped out with an average of 4.5 homes and 3.2 signed survey sheets per mile. This was then prepared in proper form and submitted to the Rural Electrification Administration.

While the project was being studied by the Administration in Washington, negotiations were begun with local utility companies for wholesale current. A satisfactory offer was made by the municipal plant at Cameron, Mo. This proposal was accepted by the county organization and forwarded to Washington for consideration. The contract was approved, and a tentative allotment for Andrew County was made, provided the 30-mile extension across De Kalb County to reach the plant at Cameron did not materially weaken the project.

A survey of this territory was made and a satisfactory route located. The project was then enlarged, and a formal allocation of \$195,000 to build the line was made and the construction contract let in January.

To carry on, the Andrew County Consumers' Cooperative Association has been incorporated, and legal counsel and engineering services have been retained. The latest accomplishments of the association have been the obtaining of necessary franchises along county and State roads, the making of a final customers' survey, and a civil engineering survey.

No wonder the citizens of Andrew County look to the future with interest and enthusiasm.

Louisiana's New Extension Building

THE new agricultural extension building on the Louisiana State University campus at Baton Rouge was dedicated during the county agricultural and home demonstration agents' annual meeting the week of January 18. The two-story brick and reinforced concrete structure with basement was built as a joint project of the Works Progress Administration and the Louisiana Agricultural Extension Service at a cost of approximately \$164,000.



1937 Program Based on Facts

Obtained in a State-Wide Survey

By Mississippi Home Agents



HOME demonstration workers in Mississippi, under the direction of Kate Lee, acting State home demonstration agent, have gone about planning a program for 1937 in a very systematic way. The work was begun last May when a committee from the State force, supervised by the district agents, prepared a survey form to be used in getting adequate information on which to base a program.

Ferretting Out the Facts

The questions concerned all farm families in the county, whether members of home demonstration clubs or not, and included data about both white people and Negroes. Information was needed on the number of tenants and owners, number on relief, girls of club age, average income, housing conditions, food supply, marketing facilities, and other data which would give a better picture of the actual situation. Each agent was given a supply of the blanks for her own county, and each district agent was to be responsible for all the county surveys in her district.

The method most commonly used, and the one found to be the most effective in getting the information, was to call together the county home demonstration council and train the members to make the survey in their own communities. This gave an opportunity to explain how the information would be used and gave the women of the county a better understanding of the need for such data in planning the year's work. Leaders thus trained worked diligently to complete their community surveys in time for the county program-planning meetings.

Good results were obtained in some counties by working through individual clubs, asking committees to be responsible for certain families. In other counties

the surveys were mailed to people with a letter explaining the need for the information. Additional economic facts to complete the survey were obtained from the county agents, census data, land records, and other sources.

What the Facts Revealed

The next step was summarizing the data by communities, counties, and districts. The summaries showed that too few people were being helped through extension organizations. A more closely coordinated extension program and more trained leaders willing to assume responsibility for county and community programs were needed. The farm income shown on the questionnaire was low, and there was a need for better systems of farm and home management, including record and account keeping, better housing, more carefully planned food supplies, better marketing facilities, more standard products for marketing, and better-planned home and community recreation.

Training Agents to Use Facts

District meetings of all home demonstration agents and the State home demonstration staff were held in September 1936 with program planning for 1937 as the theme. The agents were given training in analyzing county conditions and in using the survey information. They studied such methods as contests, exhibits, and other special activities used in carrying on the regular extension program. Because of the need shown by the survey, special emphasis was placed on the use of leaders and the way to make extension teaching available to more people in the county.

Agents returned to their counties, analyzed more thoroughly the results of the survey, and held county-wide program-planning meetings in November. The president and secretary of every home demonstration club in the county, representatives of unorganized communities, 4-H club leaders, and major project leaders from each club were present at the meeting. Each county group had

selected a major project either in nutrition, home management, poultry, clothing, marketing or food preservation earlier in the year, and these State specialists as well as the district agent attended the county planning meetings. The State 4-H leaders and women's organization specialist attended as many meetings as possible. The results of the surveys, together with other information relative to the major projects and that furnished by leaders, were presented and listed on a blackboard where all present could see them.

Planning the Program

The general situations were discussed and problems named by the members of the group. Specific problems were selected to work on in 1937. Methods for solving these problems were discussed and objectives set for a long-time period and for immediate accomplishment.

There were in 1936 a total of 815 home demonstration clubs in Mississippi with 18,267 members, and 900 4-H clubs with 19,000 members. Home demonstration and 4-H leaders in the State have set as their goal for 1937 an increase in membership which will probably average 25 percent for the State at large. It is their purpose to place an organization within the reach of every community. Leaders are to be trained to hold some meetings without the agent and to sponsor the organization of new clubs.

There are 70 full-time home demonstration agents and 7 assistant agents doing work in unorganized counties in Mississippi. Program-planning meetings were held in all 70 counties with approximately 2,000 leaders attending.

A county committee representing the county council, major and minor project leaders, and 4-H leaders will assist the home demonstration agent in setting up monthly meetings to fit the county problems and objectives as outlined. Other committees will be named from the council to assume various responsibilities throughout the year. The council will also cooperate with the county farm bureau and other organizations to obtain their help in attaining the goals set.

Using the Outlook as a Background

Iowa Home Demonstration Agents

Weave Economic Facts into Daily Work



Use of home-grown wheat to offset high prices was an Iowa outlook recommendation

NOT a colorful fringe but the warp thread—that is what Iowa home demonstration agents decided that the 1937 economic outlook information should be to the family living design. Woven in and out of the regular home-economics extension course, the warp will, they believe, help to hold securely in place the background of everyday practices which sets off the motif, “a happy family on every farm and the farm paying the bill.”

New Plan Built on Experience

Decision that the family outlook information could most effectively be presented by integrating it into home project work the year round grew out of group discussions of home agents and was approved by Mrs. Sarah Porter Ellis, State leader, and her staff. Experimental methods of last year, the first for presenting the farm family living outlook as such to rural women, were analyzed for successes and failures.

Iowa agents met a special barrier for their first outlook material in a severe winter and snow-blocked roads that wreaked havoc with meetings and training-school schedules. Response, however, of 19 county home demonstration agents to a questionnaire sent out in May 1935 indicated that 3,475 women had been reached during that winter with outlook information.

The questionnaire also obtained from agents ideas for improving the next year's State outlook conference. It was largely from suggestions in these reports that the 1937 family outlook conference plan was evolved, says Fannie A. Gannon, extension home management specialist, who was in charge.

In this year's conference home agents attended half-day general sessions with agricultural agents. Such subjects as the business situation, the public debt, new developments in Iowa cooperatives, population trends in Iowa, farm tenancy, agricultural planning, and land values were considered. This provided a background which gave consistency to the outlook from the standpoint of the family.

The other half days of the 4-day session were concentrated on the farm family living outlook, the time being divided between staff and off-the-campus speakers on assigned topics and group round tables, followed by summary discussions. Speakers discussed the following topics of significance to the agent and her homemakers.

Adaptation of the outlook to the home demonstration agent.

What farm women should know about credit.

Value of the home account to the farm business.

Value of household account to the home.

Is price competition to be restricted?

Chart material as a teaching device.

The food, clothing, and housing outlooks for Iowa were presented by specialists. They were adapted to spotted distribution of the increased farm income, due to ravages of drought and grasshoppers in southern and western counties.

Discussion Develops Program

A part of each session was set aside for informal discussion by agents who met in groups of about 12. No pattern was given them except a set of questions designed to stimulate thinking and “to determine the value of the conference to yourself and to the farm people.” Development of discussion from desultory, slightly forced conversation in the first round-table session of the conference to active searching for problem solutions was apparent. Among the “stimulation” questions were: What practical problems of the farm home will the outlook information help to solve? Have ways been sug-

gested by which farm families may receive specific help in adjusting themselves to the present-day economic changes?

At the close of the daily 45-minute round table, the entire group reassembled and pooled round-table summaries under the leadership of a home demonstration agent who had circulated from group to group to determine the trend of conversation.

Mrs. Ellsworth Richardson, chairman of the State committee of farm bureau women, who is a farm woman acutely concerned with her own family living problems, was asked to sit in on the conference and to suggest what she wanted the outlook to do for her and what help she wanted from the agent.

This method of sifting and searching evolved the plan of integrating economic information in regular home-economics extension courses which will be utilized by agents. Specialists were consulted by agents to determine means for integration. Foods and nutrition courses, for example, will emphasize, in addition to their regular subject matter, the canning of poultry culls to meet low protein supplies in some sections, importance of fruits and vegetables in the diet to counteract anticipated tendency of families in drought areas to buy only staples, increased use of home-produced foods to offset higher prices, and similar practices growing out of the 1937 outlook. Each agent will devise means for interweaving economic information on housing, clothing, and general family welfare outlook into her project.

Integration of outlook information also will be reflected in news and informative home-economics press releases during the year. The weekly home demonstration agent news service will feature desirable practices growing out of outlook information and will include more consumer information.

Another presentation method some agents plan to try out is a panel discussion on outlook subjects in community

(Continued on page 31)

Older 4-H Club Members

Work in County Service Club

SERVICE through leadership is the motto of the 50 older 4-H club boys and girls who are members of the Jones County (N. C.) Service Club. The club was organized in September 1934 with 38 charter members between the ages of 16 and 26. The purposes of the organization, as decided by the group, were to help themselves and to help others. They wanted to make the most of living, to be of the greatest service to their communities, and to better fit themselves to become leaders in 4-H clubs and farm and home organizations.

The first Wednesday of each month is the regular meeting day of the group. The first part of the evening is taken up with business, which is followed by a discussion of interests common to all the group; and, during the past 2 years, they have discussed good manners at home and abroad, grooming, great paintings, insurance, banking, taxation, A. A. A. soil conservation, and other topics equally educational and beneficial. The county agricultural and home demonstration agents have led some of the discussions, and others have been led by persons especially fitted to discuss the topic. Invariably, the club members enter the discussions with interest and enthusiasm.

Each of the monthly meetings closes with about an hour of good wholesome fun and recreation. "We have a better time than any other group of boys and girls in the county", was the way one member summed it up.

Many of the service club members are conducting regular 4-H demonstrations and have made outstanding records with poultry and corn. A number of the girls will enter the county dress revue.

"Not only are these boys and girls learning to make the most of living, but they also are rapidly learning to be of valuable assistance to the county agent and to me in carrying on the extension programs in the county", says Mary Emma Powell, the county home demonstration agent.

Proof of the club's real service and training is found in the offices of various county organizations that are held by members of the group. The secretary of the county council of home demonstration clubs, two home demonstration club presidents, two club secretaries, a district 4-H club chairman, a Sunday school superintendent, a district service club president, a clothing project leader, and four or five splendid junior 4-H club leaders have all been active members of the county service club.

in Wisconsin, and other material which would be of use to them in teaching conservation in the schoolroom.

Ten stops were planned, each one bringing out some point in the value of forests to the county and the methods by which they are being conserved. A farmer with 80 acres of white pine explained his reasons for building the timber lot, told of its value as a shock absorber for depression years and of his delight in his work in the woods. From the top of the high fire tower, a vivid picture of the beauties of nature was seen. Other stops showed good and poor methods of forestry management, what was done to protect against fire and such diseases as blister rust, and finally each teacher planted a young pine tree properly. The tour ended at a C. C. C. camp where a meal was served, and the leaders of the tour spoke briefly of what they had seen.

"In this way, the public school system can be utilized to gain substantial public support for an essential feature of the conservation program. Such a long-time project must have the sober common sense of the people back of it. Education and interest can just about assure this", comments E. L. Luther, assistant county agent leader in Wisconsin.

Farmers in the Making

(Continued from page 19)

farm and home practices, these couples are on their way to economic security through farming as a mode of living. The contrast to farming as a means of making money or as speculation was shown in the description of these farmsteads. The colonial father was the credit agency and the mother the home supervisor. In these cases the rehabilitation supervisors played these roles and at the same time brought the inspiration and information such as the United States Department of Agriculture and the home economics Extension Service furnished.

This set-up originated as an emergency measure, and the scope of work is limited by restricted funds for loans and employment of workers, but the methods can be used in all agricultural America through credit agencies, whether they be co-operatives, social-minded landlords, or parents in cooperation with the agricultural and home economics Extension Service. By this approach the prosperous will prosper; the margin can rise, and relief rolls may vanish. Then, surely, a more satisfying rural life can be lived by all.

A Forestry Tour for Teachers

Strengthens Conservation Program

UPPER Wisconsin is still somewhat pioneer in its setting and reaction. In 16 counties of this section county extension agents administer county forests from 2,700 to 200,000 acres in extent. The agents depend upon educational forces as the most effective adjunct of constructive administration. The initial set-up and continuing practice of the county agricultural extension administration in Wisconsin have been closely associated with the rural schools and the county normal schools; and the superintendents of schools are members, ex officio, of the county agricultural committees having the local administration of county extension work.

Realizing the importance of obtaining teacher cooperation in the conservation program, County Agent V. H. Quick, of Sawyer County, organized a teachers' forestry tour early in the school year when the autumn colors were at their height. The county superintendent of schools, the 4-H junior forester leader, the district forester, and the county agent accompanied the 68 rural school teachers who reported for the tour. All but nine of the rural teachers took the tour.

Each teacher was given a kit containing an outline of the tour program, bulletins on forestry conservation, the zoning ordinances which have proved so successful

Short, Snappy, and Significant

A COLUMN of pithy sayings, bringing home old truths in just a little different way, has been maintained since 1927 as a feature of a Washington County, Tenn., weekly by County Agent Rosson, of Washington County. It has also been carried by one of the county dailies and other papers. County Agent Rosson says: "It has been a great deal of help in our work. Folks like to read something short and snappy, and I try to give them what they want." Following is an example of how he prepares his column.

Around the Barn and in the Field

County Agent
Raymond Rosson

Is it true what they say about erosion?

. . .

An egg in November is worth two in May.

. . .

Hens and cows are rainy-day cash registers.

. . .

What kind of cows will the heifers be?

. . .

"My kingdom for a horse"; make it a brood mare.

. . .

If it won't hold water, it isn't very good dirt.

. . .

Do you sell graded eggs for a profit, or do you sell eggs?

. . .

If farms could choose their owners, would your farm choose you?

. . .

If the cows could talk, would they order timothy hay for breakfast?

. . .

"Go to grass" or grow to grass; it doesn't make much difference.

. . .

In the book of Successful Farming there are many clover leaves.

. . .

In the faces of men, women, and children we see good or bad land.

As plant food goes, so goes your profit.

. . .

Pity the farmer who has to buy potatoes this winter.

. . .

Worry is the rent you pay on the crops you do not produce.

. . .

Lime the farms, and grass won't grow in the city streets.

. . .

Was that your corn drill and reaper we saw in the weather the other day?

. . .

The scrub bull makes the best quality beef, when slaughtered under 3 months of age.

. . .

Gullies down a hillside are like the golfer's score—the more you get the less you got.

. . .

Let us endeavor so to farm that when we come to die even the soil will be sorry.

. . .

It takes 12 months and sometimes longer to correct a mistake on the farm. Be careful.

A Vote for Extension

In two Central States, Nebraska and North Dakota, the question of whether to make county appropriations for the employment of county extension agents was voted upon in many counties in the November election.

In Nebraska, 24 of the 26 counties voting on the question carried in favor of the appropriation with large majorities in many instances. In North Dakota, of the 28 counties voting, 27 favored county extension appropriations. "The total vote cast on the county-agent issue in North Dakota was large, indicating that practically all the voters in these counties expressed their opinions and that it was not a minority decision", reports Director Walster.

One of the factors which contributed to the favorable results at the polls in

Nebraska, according to R. E. Holland, supervisor, programs and information, was the increase in opportunities presented through both the extension program and the agricultural conservation program for the agents to become acquainted with the farmers and farm families and their problems and to assist in their solution. A series of program-building conferences, in which all members of the county agricultural conservation committees took part, was another important factor, according to Mr. Holland.

New Extension Specialist



I. T. Bode, formerly conservationist with the Biological Survey, has been appointed the first wildlife specialist under the United States Extension Service. He will cooperate with the Survey and the State extension services in working out ways and means for making available information obtained by the Survey in its work of national wildlife administration.

Mr. Bode has been actively engaged in the organization of the cooperative wildlife research, demonstration, and educational projects under supervision of the Division of Wildlife Research of the Biological Survey at nine land-grant colleges. These research units were established during the past year and are located in widely distributed representative regions.

Mr. Bode holds the B. S. and M. A. degrees from Iowa State College and was extension forester in Iowa from 1921 to 1932. Before becoming conservationist for the survey a year and a half ago, Mr. Bode was chief executive of the Iowa Fish and Game Commission.

On Painting

In Knox County, Ind., the farmers have a cooperatively owned paint spray outfit. During 1936 the outfit was used by 37 farmers who painted 159 buildings and used approximately 1,139 gallons of paint.

New Appointees Are Former County Agents

THE new Under Secretary of Agriculture, M. L. Wilson, was one of the first two county agents hired in Montana. His territory was Custer County, 150 miles long and 150 miles wide. This area has since been divided into four counties. Later he became county agent leader in Montana and became widely known to farmers and to his fellow extension workers as "M. L."

Mr. Wilson has also been a tenant farmer in Nebraska, a homesteader in Montana, and a professor of agricultural economics at Montana State College. He has done research work on dry-farming practices, spent several months studying the economics of wheat production in Canada and in Europe and the wheat consumption possibilities in the Orient, and served as the head of the division of farm management and costs in the Department of Agriculture.

As the first wheat production administrator under the A. A. A., he was active in developing the early programs. Later he undertook the job of establishing and administering the subsistence homesteads division in the Department of the Interior, and on July 1, 1934, came back to



M. L. Wilson

the Department of Agriculture as Assistant Secretary. On January 1 he resigned to accept the appointment as Under Secretary of Agriculture.

The new Assistant Secretary of Agriculture, Harry L. Brown, comes from Georgia, where he has been director of extension work for the last 3½ years. Mr. Brown has just completed 20 years of work in the field of agricultural education, and his service has been continuous except for approximately 16 months during which time he served in the United States Navy. His first agricultural educational work was in the field of extension as scientific assistant in animal husbandry, then State agent in marketing. Later he served Fulton County as county agent for a period of 12½ years.



H. L. Brown

more than 90 percent of the farmers had gardens from which they preserved and stored vegetables for winter use.

More than 50 percent of the demonstrating farmers bought lespedeza seed for planting during 1936. So successful were some of the farmers with their lespedeza demonstrations that they bought extra cattle in order to take care of the pasture made by lespedeza. Some farmers made lespedeza hay, reporting that the cattle preferred it to alfalfa or prairie hay.

On many farms the only green pasture following the severe drought of 1935 was lespedeza. Even though it was not green all the time, it lived and furnished some pasture during the summer months. After the fall rains came it made splendid growth, providing more pasture and making an abundance of seed for reseeding. Most of the demonstrators left their lespedeza intact so that it might reseed itself and thereby give it a second trial for 1936.

During 1935, through the excellent work of Mr. Durham great interest was aroused in improvement of the pasture situation in Oklahoma, particularly relative to the tame grasses and legumes.

In cooperation with the Emergency Relief Administration, approximately 2,000,000 pounds of Korean lespedeza seed was distributed to farmers in the State. This made it possible to establish thousands of demonstrations. This project was the means of inducing farmers to purchase large quantities of other pasture seeds. To date, the pasture demonstrations are showing up wonderfully in all the counties.

County agents reported that 6,881 farmers planted legume pasture for the first time in 1935 and that 174,600 pounds of seed was handled through county exchanges. An average of approximately 3,000 acres in tame-grass pasture demonstrations per county was sown during the year. Tours and field meetings were held to publicize the demonstrations. Reports showed Korean lespedeza and yellow hop clover to be almost universally satisfactory.

Testing Results

Approximately 35,850 cows were on test in 91 dairy herd-improvement associations of Pennsylvania. The average milk production of cows in the State is slightly more than 5,000 pounds a year as compared with 8,347 pounds for cows belonging to association members.

Lespedeza Solves Pasture Problem

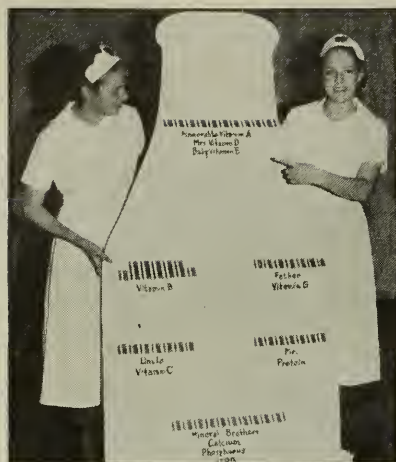
in Payne County, Okla.

A REAL emergency existed in Payne County, Okla., in 1935. Facing a shortage of feed and food caused by the devastating drought, County Agent Word Cromwell, in cooperation with Sam B. Durham, specialist in charge of pastures and forage crops in Oklahoma, worked out a program of pasture improvement and greater production of food for home consumption.

Much of the Payne County soil, seriously eroded, was quite thin. Pastures were poor. In 5 years cattle had increased from 20,000 to 35,000 head. With a small quantity of feed available and the poor pastures overstocked, pasture improvement was plainly an immediate problem.

Mr. Cromwell urged the planting of oats as an early feed, with a resulting increase of 25 percent over the preceding year's crop. For later pasture he urged the raising of lespedeza. Through the helpful services of Mr. Durham and the cooperation of the relief organization, he distributed 20,000 pounds of lespedeza seed for demonstration purposes to farmers and club boys, allotting 10 to 100 pounds to each person. The applications far exceeded the supply.

As a second part of the county program, to increase food production for home consumption, Agent Cromwell carried on an intensive drive through 4-H clubs and committee and A. A. A. meetings for the growing of gardens. As a result,



Successful Demonstration Wins Honors

A good demonstration, plus complete familiarity with the subject matter and an energetic presentation, won second place at the National Dairy Show for a Kansas pair of twins, 4-H club members of Jewell County.

The girls began their demonstration with a short dramatization in which a 6-foot bottle of milk played the star role. The milk bottle is an apartment house. The top floor is owned by Mr. Butterfat. The most important tenant on this floor is the Honorable Vitamin A and his family, consisting of his wife, Vitamin D, and Baby Vitamin E. (Vitamin A is necessary for rapid growth, prevents ophthalmia, and helps to build up resistance to colds and pneumonia. Vitamin D is needed in the diet of the child to prevent rickets. Vitamin E helps to insure normal reproduction.)

The lower floor, owned by Mr. Skimmed Milk, houses Gentleman Vitamin B, Father Vitamin G, Uncle Vitamin C, Mr. Protein, and the Mineral Brothers, Calcium, Phosphorus, and Iron. The twins explained that Vitamin B stimulates the appetite and promotes proper nerve function. Vitamin G promotes growth and is believed to favor early maturity and to delay the onset of old age. Vitamin C prevents scurvy, a deterioration of blood vessels, bones, and teeth. Protein is important in muscle and tissue building. The Mineral Brothers are specialists. Calcium is a specialist in the bone development of the body, particularly the teeth. He is assisted by his brother, Phosphorus, who aids in the development of good bones and teeth and helps to insure a stable nervous system. Brother Iron is present only in milk in small quantities.

Why Join a 4-H Club?

Illinois Studies 4-H Club Work and the Factors Influencing Membership

HAS club work increased the capabilities of members? Has it developed desirable personal qualities? Everyone has his opinion, but a committee of extension workers in Illinois has worked out a series of accurate tests and measurements to throw some new light on the subject. The committee was appointed by Dean Mumford in 1932 and has completed its first report on the selectivity of 4-H club work, which was written by D. E. Lindstrom, associate in rural sociology; and W. M. Dawson, assistant in animal husbandry.

The objects of club work were stated broadly as, first, to increase the capability of the boys and girls with reference partly to farm and home work and partly to citizenship in the farming community; and, secondly, to improve the personal characteristics of the boys and girls by developing or fostering desirable traits of character, social mindedness, honesty, and integrity. It was found impossible to measure all the points involved in this objective, but a system was found or devised to measure with some degree of accuracy the effectiveness of the training in some of them. The measurements given to the boys and girls were: Achievement tests to determine the degree to which boys or girls have acquired a knowledge of better farm and home practices; attitude tests to measure the attitude toward farm life; social-behavior tests to measure tendencies to take part in social functions; ascendance-submission tests, indicating probable ability for leadership and self-confidence; organization index (number of organizations belonged to and offices held); and prize index to indicate the extent to which the individual has won prizes and awards.

The tests and questionnaires were administered to 2,263 boys and girls in 60 communities in 6 counties. Of this group, 1,124 were club members, 277 former club members, and 862 nonclub members. Farm and home advisers of the Extension Service aided in assembling the groups at central points. Each club member who attended was asked to bring a friend, and in this way a nonmember

group was available for checking against the influence of 4-H club work.

It appears from these data that young people, especially boys, are drawn into 4-H clubs in relatively greater numbers from homes enjoying the better economic and social advantages. It is suspected that this factor occurs with boys to a greater extent than with girls due to the greater cost of establishing a boys' project.

The size of the farm on which the family lives also affected the enrollment of boys but not that of the girls. Boys from the larger farms joined in relatively greater numbers than did those from small farms.

Boys and girls whose parents approved certain more desirable social activities were drawn in greater numbers than were those whose parents were less discriminating in their choice of social activities. There was some evidence that the clubs failed to hold the membership of this latter class.

Parental activity in organizations and social events seemed to indicate a higher enrollment from this type of environment. The sons and daughters of social and organization-conscious parents enrolled in relatively greater numbers.

Soil Blowing Stymied



This road, near Denton, Mont., was built in the fall of 1935 with generous ditches on both sides. On the side where the farm was not stripped, one winter of wind practically filled the ditch with top soil. The opposite side of the same road shown in the picture was next to a field which was strip farmed. The blowing was controlled, for the ditch is still there.

Youth Administration Lends a Hand

TWO needs brought together by the initiative and vision of North Dakota workers are resulting in a fine opportunity for two groups of rural people according to Clara K. Dugan, extension agent, child development and family relations. In the first place, it was noted that in a number of rural communities there were girls eligible for certification on N. Y. A. projects but who had to remain at home instead of qualifying under the student-aid program. The N. Y. A. supervisors were anxious to work out some projects which would be vocational in nature and inspirational to the girls and which could be carried on in the home community.

At the same time, homemakers' clubs were facing the difficulty of how to adequately take care of the children below school age who had to come to the meetings with their mothers. The children missed their naps, found no suitable play equipment, and were inclined to be irritable. Naturally, the mothers were disturbed and the project leaders distracted in presenting the lessons to the clubs.

Putting their heads together on the problems, the N. Y. A., W. P. A., and extension workers developed a plan which called for the training of these girls to take care of children while the parents attended meetings of homemakers' clubs, the Farmers' Union, community, and P. T. A. meetings. The plan was first

tried out in Ward County where 16 girls attended the first institute. Half of the girls had stopped their formal education at the eighth or ninth grade, but the training was made practical so that all could comprehend it.

The school was in session 5 days from 9 o'clock in the morning to 5 o'clock at night. Each girl had actual experience in working with 40 children enrolled in the Minot W. P. A. nursery school. She made one piece of play equipment with a coping saw, selected and mounted two pictures suitable for story-telling purposes, made a scrapbook, and selected one magazine article for mounting in a scrapbook.

Each girl is required to work 44 hours each month. This time is spent in caring for children attending local community meetings, making a 10-piece kit of play equipment from apple boxes for the homemakers' clubs, and assembling a scrapbook of material pertaining to child development and family relations for use of members of the homemakers' clubs. When possible each girl will spend 1 day each month at the W. P. A. nursery school receiving further training in child care. Books pertaining to child management and child development will be lent from the W. P. A. and Miss Dugan's personal library with the requirement that the girl read one book per month. Each girl is expected to continue the work at least 6 months.

that has made it possible for the Extension Service to be most helpful to the various agencies with which they are cooperating. Lack of time for these farm and farm-home contacts is going to make the extension worker less useful in extension work and less helpful in the work of the other agencies he is endeavoring to help. In other words, the extension worker or organization that neglects his regular extension functions will be in the position of the fellow who gets out on a limb and saws it off.

The continued usefulness and influence of an extension organization in contributing to the development of rural life is going to depend on maintaining and further developing and perfecting extension demonstration educational methods. This, of course, means that extension workers will find it necessary to better organize themselves and their offices, that they may aid and cooperate with other agencies affecting agriculture but, personally, may look after the regular demonstration work and keep up the field contacts.

Using the Outlook as a Background

(Continued from page 26)

meetings. It was suggested that the older club boy and girl be reached with basic outlook information and that, in drawing of panels, this age group be represented.

Agents were agreed that presentation of a few facts at a time, graphically, simply, and practically, is essential. They also agreed that an increase in farm and household account books will raise the value of economic information to homemakers by giving them a basis from which to make plans for distributing expenditures and savings. A special project was outlined in which each home agent will help five homemakers to keep accounts which will be summarized by the Extension Service.

"The handwriting is on the wall for the home demonstration agent who does not have a broad concept of family living, not only psychologically and physiologically but economically", Dr. Paulena Nickell, resident home management head, told agents. "Your challenge in the next few years is twofold: to understand the necessary adjustment to changing economic and social conditions outside the home and to help the homemaker interpret on her own level the problems which she is facing."

Significance of Personal Contacts

(Continued from page 17)

program planning construed more or less separate and apart from the county program planning that extension organizations have been doing for 20 years or more, and a host of other activities affecting rural people.

The Other Side of the Picture

The cooperation given some of these activities has been to the extent that the strictly educational extension functions have been sidetracked entirely, submerged, or made secondary to the work of the agency with which the Extension Service has been cooperating in administering. Furthermore, the cooperative contacts with so many of these activities have been so numerous that little or no time has remained for regular educational extension functions. Contacts with representatives of these agencies and conferences and meetings concerning cooperative

work with them have confined county extension agents to their offices so that by far the greater proportion of the agents' time is spent in the office rather than in the field in contact with farmers and farm women, as was the case when extension work was beginning. Many extension workers, especially those employed in recent years, either do not know, or are inclined to forget, just what agricultural extension work has been created to do.

All these activities and the agencies created to direct them are distinctly meritorious in aiding rural life, and there is ample opportunity for development in their respective fields. No criticism of their work is intended.

Keep up the Field Contacts

The strength and great usefulness of extension work have consisted in personal contacts by agents with farmers and farm women on their farms and in their homes in educational work. It has been the knowledge from these personal contacts

IN BRIEF • • •

Added Farm Profits

Iowa has developed a farm-game-management project in which neighboring farmers organize a game-management association, controlling from 600 to 3,000 acres of land. This land is used for co-operative game management, and it is posted. Certain provisions are made for increasing the game, and the farmers sell permits to hunt which allow the hunters to shoot only the surplus. Through this effort a new source of farm income is created, and hunters are provided with more game.

• • •

A Modern Pied Piper

To exterminate rats, which have been rapidly increasing during the last few years in Wood County, Wis., County Agent H. R. Lathrope, working with the local agricultural committee, waged a successful rat-control campaign. On a designated day, October 15, the county-wide slaughter was staged which resulted in a killing of approximately 75,000 rats. As rats migrate from one farm to another the campaign was conducted on a county-wide basis so that all farm homes and city properties infested with the vermin were treated with poison the same day. City dumps also were poisoned, which tremendously reduced the rat migration into city homes.

• • •

4-H Completions

During 1936, 2.4 percent more 4-H club boys and girls of Washington's 9,000 completed their club projects than in 1935, making a State average of 69.3 completions, announces Henry M. Walker State 4-H club agent.

Franklin County finished the year with a 100-percent completion record for the 65 projects started by the 58 club members of the county.

• • •

Yield Increased

Many farmers of Las Animas County, Colo., will continue to list and plant crops on the contour in the future as a result of their listing of 65,460 acres of land in the county last spring in the emergency wind-erosion control program.

Fifty-eight of the 85 farmers who answered a questionnaire on the subject

sent to them by County Agent Floyd E. Brown state they are going to continue to list or plant on the contour in future years.

Each man who took part in the listing work was asked to estimate what he felt the increased yield would be from contour listing and planting. The answers varied from 10 percent to 110 percent increase in yield. The average of all the answers was an increase of 54 percent.

• • •

Building Survey

At the suggestion of County Agent D. L. McMillan, a rural building survey was made by the Sault Ste. Marie Evening News, showing the improvements made on farms of Chippewa County, Mich., during 1935. The survey indicates the greatest amount of building improvement made since 1926 and includes the building of 21 homes, 16 barns, 8 poultry houses, 13 garages, and 1 milk house; the installation of 6 water systems; the landscaping of 3 farmsteads; and the painting and repairing of 26 houses and 20 barns.

• • •

Electrifying

The Rural Electrification Administration, during its first year of operation, allotted \$35,728,178 for electric-line construction on 171 projects located in 20 States. Contracts were made for the construction of 6,109 miles of line. Nearly 1,500 miles of line have been energized, and more than 4,200 farm families are using electricity for the first time in performing the myriad of tasks which electricity can do for the farmer and the homemaker.

• • •

Production Credit

The 1936 annual stockholders' meetings of the 552 production credit associations throughout the United States are scheduled through January and February. Local directors of agriculture's 250,000-member production credit system are elected at these meetings, and the farming and credit outlook for 1937 is discussed.

• • •

Bulletins

Last year the United States Department of Agriculture distributed 4,379,297 printed bulletins. Of this number, 2,634,308 were requested of the Office of Information by the Extension Service to meet the requests of State and county extension workers.

AMONG OURSELVES

MRS. ZILPHA FOSTER BRUCE, home demonstration agent in Kentucky from 1924 to 1935 and at present doing graduate work at George Washington University, Washington, D. C., was recently selected by the research committee of the extension division of the American Home Economics Association to make a study of "The Contribution of the Extension Housing Program to the Social Needs of Rural Families." The purpose of this study is to find out to what extent the housing program can contribute to the future social needs of rural families.

• • •

VICENTE MEDINA, extension coffee specialist in Puerto Rico, is spending a year on leave studying agricultural economics and farm management at Cornell University.

• • •

THOMAS A. COLEMAN, assistant director and county agent leader in Indiana, will be honored by the Indiana chapter of Epsilon Sigma Phi, honorary extension organization, by having his portrait made in oil and placed in the State's agricultural hall of fame. Several other Indiana extension workers have been so honored. Mr. Coleman was in the assembly at the time the act establishing extension work in Indiana was passed, and he has been county agent leader in the State since the formation of the extension office.

• • •

VERNON S. PETERSON has been appointed an extension specialist in agricultural engineering at Pennsylvania State College. A graduate of Kansas State Agricultural College, Mr. Peterson served 3 years in the same capacity at Iowa State College and later as State administrator for the Soil Conservation Service in Indiana. He succeeds Arthur W. Clyde, now associate professor of agricultural engineering at the college.

• • •

C. R. CROSBY, one of the oldest extension entomologists in point of service, died on January 11 at Rochester, N. Y. Mr. Crosby was a leader in his field and has many fine achievements to his credit, among them the organization of a spray service for fruit growers which has proved of great value to New York State farmers.



My Point of View

Leadership Plan

The 1936 club organization in Polk County, Wis., when final check was made, consisted of 41 clubs, well distributed throughout the county, in which were enrolled 885 boys and girls receiving training in 1,122 projects and being guided in their activities by 122 local leaders.

The success of club work is dependent in a very large measure on the local leaders of each club. To lead a club in the activities of its choice, as well as to act as instructor in 8 or 12 different projects ranging from dairy cattle to clothing is a mammoth job for any one leader. We have some who are doing all this and with success. Perhaps a better plan, however, is the one proposed to the clubs at the time they reorganized early in the year, under which each club would have a general leader or adviser, and in addition there would be a leader for each of the various projects. The leader for the dairy project, for example, would be a successful dairyman interested in young people. This plan has been adopted by almost all of the 41 clubs. I am confident that it will not only relieve the overburdened shoulders of the single leader, but it will promote better project work as well. It is anticipated that this plan will be continued and gradually enlarged upon by the clubs.—*L. A. Lamphere, county agricultural agent, Polk County, Wis.*

• • •

To Be or Not To Be Farmers

I have given the mimeographed pamphlet entitled "Do We Want To Be Farmers?" a try-out in the Johnston County 4-H Service Club of about 35 members. Last week the group met and, after their regular program, without warning or preparation, was divided into two sections. One section represented the boys and girls who wanted to go to the city and the other those who wanted to remain on the farm.

The enthusiasm with which these club boys and girls discussed the subject was rather surprising. There was hardly a point in the subject matter outlined

that was not covered in the discussion. To my surprise, every member of the group took an active part.

The question was then put up to them whether or not they thought they would like to continue the discussion as outlined in the pamphlet. The vote was unanimous in favor of doing so for their next five monthly meetings.

As an experiment I took up the question of having these discussions in the 4-H clubs of the county. We have about 1,000 members in 14 clubs. The superintendent of the schools has agreed to have his principals select a teacher in each school to act as discussion leader and have all the older 4-H club members, and probably some of the other young people, take part. We have two 4-H club agents for the boys and one for the girls in the county, who will also give assistance.—*E. W. Gaither, district agent, North Carolina.*

• • •

All to the Good

Some have raised the question as to what effect the help given by the agricultural agents and Extension Service to the A. A. A. and agricultural conservation and emergency programs has had on the work within the county. Speaking for my county, I believe that it has helped rather than hurt. In a few cases, I know of men who used to cooperate with the agent's office that have been bitterly opposed to the farm programs, and so we do not see so much of them as formerly. However, I believe that on regular extension work they will still help if called upon. On the other hand, the farm programs have brought many farmers into contact with the office whom we never had reached before. These programs gave us an opportunity to present much outlook and economic information and to get on a basis of more county-wide educational and advisory work instead of so much personal-service work. These programs also, through the community committees, have developed leadership all over the county that we can rely upon. They have given us an opportunity to know who the men are in whom the various communities have faith and with whom they will cooperate.

I believe that the general feeling among

the businessmen of my county is much more favorable to extension work now. The help given in the emergencies of drought and pests and in other ways has reacted to the benefit of the businessmen.

The efficient handling of railroad drought rate certificates, Government feed and seed loans, A. A. A., resettlement, debt adjustment, pest control, and all the rest by the agent's office has shown that there is a need and a place for an agriculturally trained man in each county to head up these activities and that they can be administered more economically that way.—*H. Paul Cook, county agricultural agent, Hamilton County, Nebr.*

• • •

Problems to be Solved

The solution of a problem or problems is the secret of good extension. Many times the problem involves years of constant hammering on one or two ideas until the masses see your point of view and do something about it. When the problem is solved, there comes an elation and satisfaction of spirit and mind to the one who constantly and patiently keeps on the job. He also is the one who lives on into immortality.

I am convinced that a specialist on the philosophy of rural living, with all its beauty, its wholesome relationships and contacts with life in every phase, should be a part of the Extension Service program. If we neglect this, we are losing some of the most worth-while aspects of the entire program.

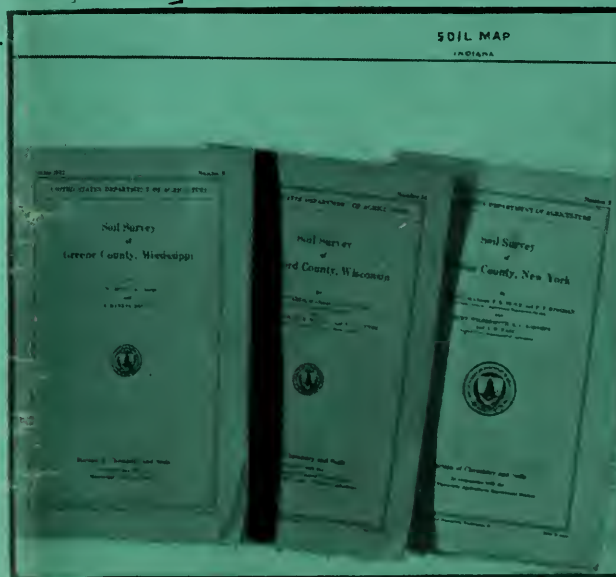
There are problems to solve in better farm practices. There are problems in soil erosion. There are problems in economics. But the greatest problem is the *farmer himself*. Let's inspire him to think on community, State, and national problems. Help him to see that by losing himself in the interest of all he saves himself. Teach him that man lives not by feathering his own nest alone but by every word, act, and attitude that he takes toward the things designed to help him. Show him that he cannot live alone in a complicated social structure like ours but must work in groups, that a more abundant life may be had for all. This not only applies to economics, but it is the keynote to the solution of every farm problem.—*George W. Sidwell, county agricultural agent, Edwards County, Kans.*

SOIL MAPS FOR PLANNING FARM OPERATIONS



DOES THE SOIL need drainage? Lime? Can it grow alfalfa? Bright leaf tobacco? Is it likely to wash? . . . Each successful farmer must answer these and hundreds of other questions about his soil. Soil survey maps and reports are to help him do that very thing. They show the soil on each field, its origin, the character of the surface soil and of the sub-soil, its fitness for crops, and the best methods of management. . . . Each report contains a description of the climate and other features affecting the agriculture of the region, and a brief history of the development of farming in the area.

The Bureau of Chemistry and Soils, in co-operation with State organizations, is conducting soil research and detailed soil mapping of millions of acres annually covering many counties. *Has your county been surveyed? Inquire.*



SOIL SURVEY DIVISION
BUREAU OF CHEMISTRY AND SOILS
U. S. Department of Agriculture, Washington, D. C.